

Personal Care

**AAK**

enhancing  
the power  
of nature



## **Lipex Shea WM™**

Liquid shea butter ester for a non-oily  
and velvety soft skin feel in face care products

emollients

# Lipex Shea WM™

Lipex Shea WM well meets the need for light and eco-friendly emollients and the trend towards formulas that have a light, elegant sensory profile.

## Non oily skin feel

The choice of emollient is crucial for optimising the sensory profile, and all ingredients must be carefully selected – especially when formulating products for men or for young skin. Men’s skin is characterised by a high sebum production and is stressed daily by shaving. Teens often have troublesome skin during puberty, resulting in blemishes, sensitivity and irritation. In both cases,

lighter, less oily formulas are preferred, and emollients that are perceived as light and easily absorbed are the obvious choice.

## Liquid shea butter ester

Lipex Shea WM is an emollient that combines the moisturising qualities and other skin care benefits of shea butter with the lighter, more elegant skin feel of esters, making it an ideal complement to other esters and silicones in facial care formulas. Velvety, soft and non-oily are the sensory characteristics associated with Lipex Shea WM.

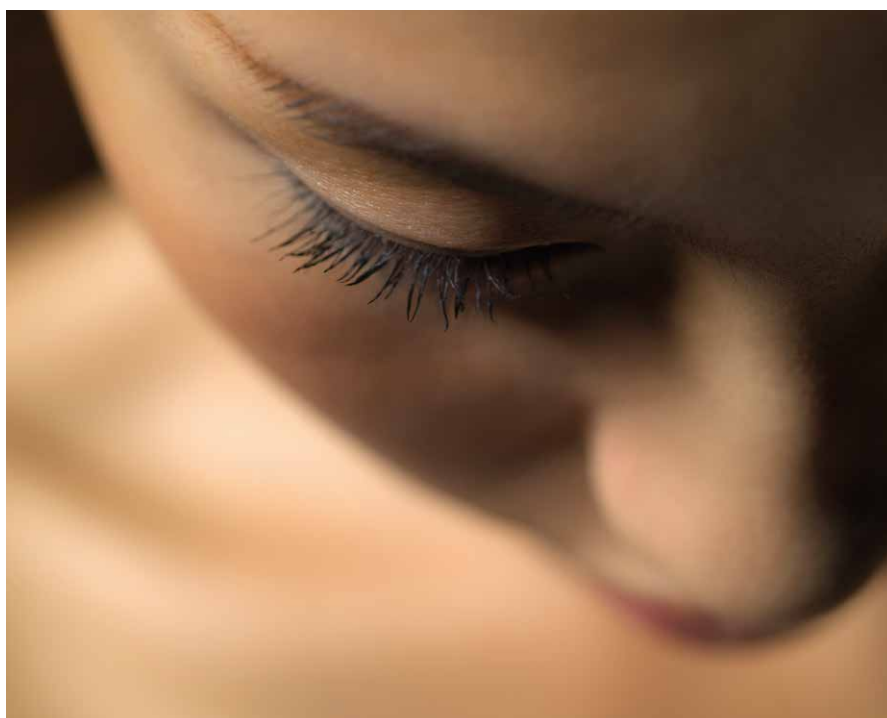
## Eco friendly cold processing

The liquid character and a low melting point make Lipex Shea WM a suitable ingredient for cold processing of creams and lotions, saving time and energy in manufacturing. It is produced using gentle processing technology with lower temperatures and more eco-friendly catalysts than conventional esters, resulting in a smaller environmental footprint for your formula.

## Applications and Claims

Lipex Shea WM is an ideal cosmetic ester with an elegant, velvety skin feel. Easy to formulate with and easy spreading, it is especially well suited for men’s care applications, cosmetics for teens, and daily facial care formulas, all of which require a light and caring skin feel without a greasy or oily appearance.

Lipex Shea WM also helps to moisturise the irritated and stressed skin of teenagers and can help to soothe skin stressed by shaving, making it perfect for men’s skin care lines. The low gloss of Lipex Shea WM also contributes to non-oily looking skin. A suitable concentration is 2–5% in combination with other esters, vegetable oils and/ or silicones. It can be used in both cold and hot processing and is well compatible with all emollient technologies.



<b>Product name</b>	Lipex Shea WM™
<b>INCI name</b>	Shea Butter Oleyl Esters (EU) (US)
<b>Physical form 20 °C</b>	Cloudy liquid
<b>Regulatory status</b>	Cosmetics Regulation 1223/2009 (EU) REACH pre-registered
<b>Approvals</b>	ECOCERT

- ◆ non-oily skin feel
- ◆ liquid shea butter ester
- ◆ eco-friendly cold processing

**AAK Sweden AB**  
AAK Personal Care  
SE-374 82 Karlshamn Sweden  
Phone +46 454 820 00

**AAK USA Inc.**  
499 Thornall St., 5th Floor  
Edison, NJ 08837 USA  
Phone +1 973 741 5049

**AAK China Ltd.**  
6F, Building 6, #3601  
Dongfang Road Shanghai China 200125  
Phone +86 21 6466 7979

[aakpersonalcare.com](http://aakpersonalcare.com)

